



ANDHRA UNIVERSITY

VISAKHAPATNAM, ANDHRA PRADESH, INDIA

NAAC – Accredited "A" Grade with a CGPA of 3.60 out of four point scale
"ISO 9001 : 2015 Certified"

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To

The Principals and Heads of the Department
of Constituent Colleges of Andhra University

Sir/Madam,

Sub: Approval of Andhra University Incubation and Start-up Policy-2022 to promote Innovation, Entrepreneurship and Start-up culture in the University.

* * *

I am by direction pleased to inform you that the Andhra University has formulated its Incubation and Startup Policy-2022 and approved by the competent authority.

A copy of the Policy is forwarded with this communication for circulation among the faculty members and students of Andhra University and its affiliated colleges.

Thanking you,

Yours sincerely,

(V. KRISHNA MOHAN)
REGISTRAR

REGISTRAR
ANDHRA UNIVERSITY
VISAKHAPATNAM-530 003

Copies to:

The Honorary Director, Computer Centre for uploading into AU website

The Secretary to Vice-Chancellor

The Rector's Table



Incubation & Start-up Policy of Andhra University, 2022



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1. Preamble

Andhra University is one of the oldest and prestigious multidisciplinary universities in the country. Since its foundation in 1926, it has a proven track record of meeting educational demands and resolving regional sociological issues. The university has a vision to create new frontiers of knowledge in quest for developing a humane and just society.

The provisions of this policy are broadly based on the National Innovation and Start-up Policy 2019 for students and faculty in HEIs.

2. Vision, Mission and Objectives

MISSION

- Andhra University Incubation Center will create an ecosystem that will foster and support Technology based entrepreneurship amongst the Andhra University Students and local community leading to the creation of wealth and jobs.

VISION

- Andhra University Incubation Center shall provide an environment to translate knowledge and innovation into creation of successful entrepreneurs that shall help in contributing to local economy and employment generation.

OBJECTIVES

- To establish suitable institutional framework including Innovation and Technology Commercialization Unit
- To create India's largest integrated incubation ecosystem of 2 lakh sq feet for technology, pharma, biotech, genomics, food processing, testing and certification, marine, social impact incubation by 2025
- To incubate at least 200 Start-ups by 31 Mar 2026
- To run the Innovation Hub as a self-reliant and self-sustainable organization

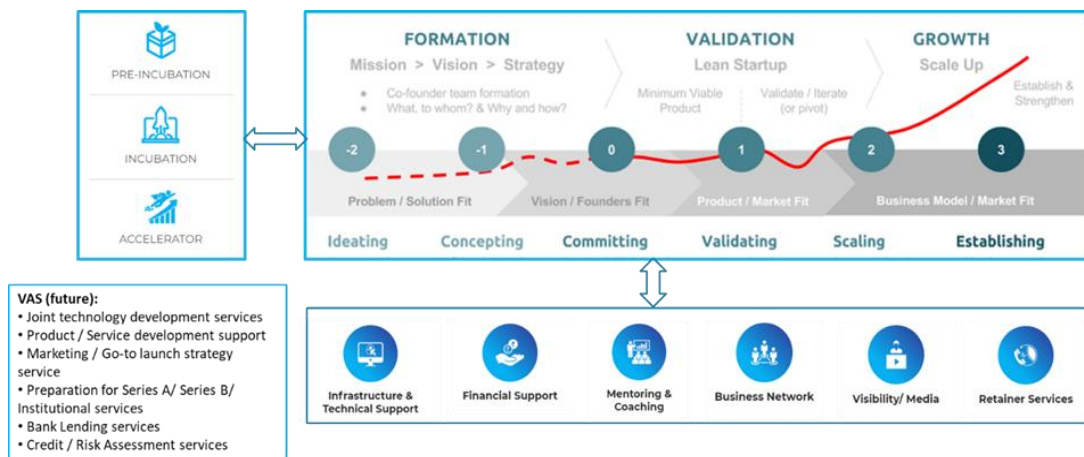
3. Strategy and Governance

- A suitable person of the rank of a CEO is deputed to execute the mission.
- ANDHRA UNIVERSITY creates Andhra University Incubation Hub (ã hub) as a separate legal entity.
- The University shall direct every HEI under its jurisdiction to formulate its own institution-level policy for the spread of the spirit of I&E at the institute level.
- ANDHRA UNIVERSITY shall form a 'Review Committee' to decide on matters related to student/faculty/staff participation in I&E activities.
- ANDHRA UNIVERSITY shall create necessary institutions, entities and committees needed to execute this policy effectively and efficiently.



- ā hub shall be set up as a Not-for-profit entity – Section 8 company with Board of Directors.
- Composition of Board (Governing & Advisory) to include academia, industry, entrepreneurs & investors – shall have right mix to cover all thrust areas.
- Full time employees shall be recruited to handle operations
- ā hub shall define criteria to evaluate Startups to be incubated and monitor their progress
- ā hub shall define timeline from incubation to graduation with benchmarks/ performance metrics
- ā hub shall move towards a self-sustaining revenue generating model within a year of operations

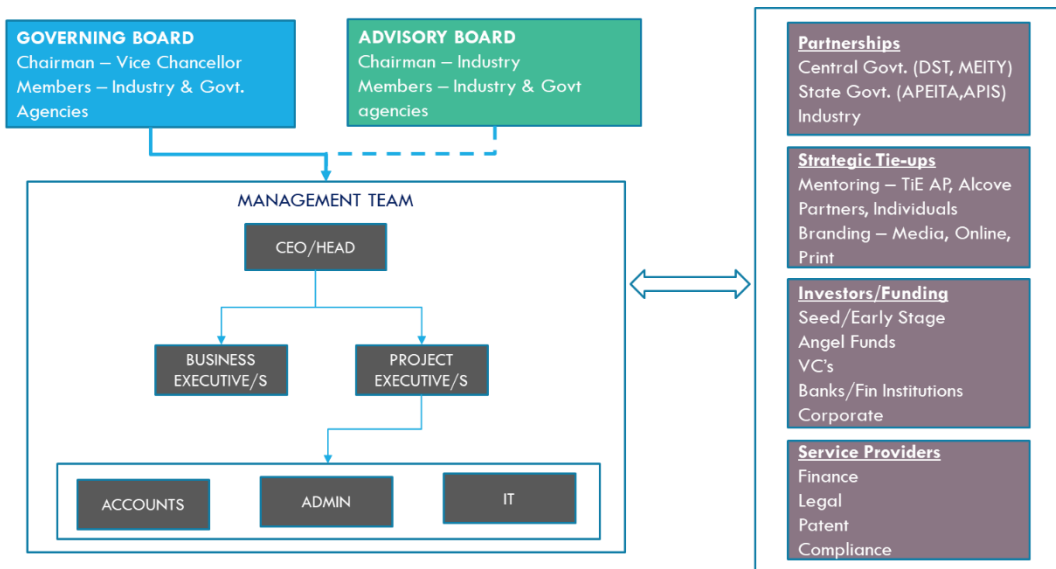
4. Scope



5. Start-ups Enabling Institutional Infrastructure

- ā hub is registered as a Non-Profit Company under Section-8 of the Companies Act 2013, India.
- A suitable organization and governance structure for ā hub is defined in the company constitution (Memorandum of Association and Articles of Association)





6. Resource Mobilization Plan

Effective resource mobilization and deployment is essential for the effective implementation of this policy.

- **Financial Resources:**
 - The University shall commit to allocation of a minimum of 1% of total annual budget towards I&E activity.
 - ā hub is allowed to raise funds (as grants) from various government funding agencies such as DST, DBT, MHRD, AICTE, TDB, CSTR, BIRAC, NRDC, Startup India, Invest India, MeitY, MSDE, MSME, etc.
 - ā hub is allowed to raise funds (as grants/aid) from non-governmental organizations.
 - ā hub is allowed to approach the corporate sector to generate funds as grants or donations, under Corporate Social Responsibility (CSR) as per Section 135 of the Company Act 2013.
 - ā hub is allowed to raise funds through sponsorships and donations.
- **Human Resources**
 - The University shall commit to deploy required personnel of the University to work with ā hub from time to time.
 - The faculty and the students are allowed to work with ā hub according to the mandate given by this policy (Section 4 & 5).
- **Infrastructure**
 - The University shall give premises within the university campus to ā hub at an affordable rent on a long-term lease.



- The university shall allocate land and buildings to government and non-government organizations for setting up of incubation centres under the policy framework of a hub.
- The University shall permit a hub to utilize labs and other facilities.

7. Nurturing Innovation and Startups of Students

- Student entrepreneurs shall be allowed to sit for the examination, even if their attendance is less than the minimum permissible percentage, with due permission from the respective HOD/Dean and duly endorsed by the Review Committee.
- Students shall be allowed to take a semester/year break (or even more depending upon the decision of the Review Committee) to work on their start-up's and re-join academics to complete the studies.
- Student entrepreneurs can also earn academic credits (max 16 only) for their efforts while creating a Start-up. The Review committee shall assess students who have applied to avail credits. Based on the recommendation of the Review Committee, maximum of 16 credits in equivalence to elective subjects (Core subjects cannot be included) are awarded to the student entrepreneur.
- Award of internal marks for students winning Innovation competitions/Business Plan Competitions shall be based on the recommendation of the Review Committee.
- In return of services offered and use of facilities at AUSIC, the University may take 2%-9.5% equity/stake in the Start-up incubated. The equity/stake shall be held by a hub on behalf of the University.

8. Nurturing Innovation and Start-ups of Faculty/Staff

This policy encourages the faculty, staff and the visitors of the University to actively participate in the I&E initiatives. This section details the rules and guidelines that apply to them.

- The faculty shall take all possible steps to ensure that his/her duties at ANDHRA UNIVERSITY take precedence over all other activities as long as he/she is the employee of ANDHRA UNIVERSITY.
- A faculty member is expected to balance his/her outside managerial responsibilities with his/her academic responsibilities. This shall also apply to the employees involved in these activities.
- The faculty, staff and the visitors shall be allowed to be part of Start-up(s) incubated in a hub as founding members and/or as directors of the boards of the Start-ups.
- A faculty member may choose to play an operational role (CXO or other) by using the following options
 - Take leave for 6 months surrendering EL/ML of the academic year and work full-time for the Start-up.



- Dedicate part or all of the days allocated for consultancy work to the Start-up. However, under no circumstance the total number of days of non-university activities would exceed the university norms (weekly teaching load can be adjusted to 4 days in a week).
- The University shall allow faculty and staff to take off for a semester/year as sabbatical/unpaid leave/casual leave /earned leave for working on Start-up and come back.
- Faculty is supposed to register his/her company within 3 months after taking leave and submit the self-attested copy proof of Company Registration with mention of CIN Number. Maximum 6 month can be given to submit Company registration proof, if faculty fails to do so; all policy advantages will stand void.
- No restriction on shares in a Start-up that staff and faculty can take as long as they don't spend more than 20% of office time on the Start-up in an advisory or consultant's role and don't compromise with their existing academic and administrative work or duties, but can't take role of employee as CEO or other managerial role in his/her Start-up and can't draw salary from Start-up and can't accept gifts from his own Start-up. He/she can take share on profit and dividend from the Start-up as owner/shareholder.
- In case faculty/staff is drawing salary from the University, university's stake/equity in the Start-up should be limited to 20% of total share of faculty/staff or 9.5% of total stake whichever is minimum.
- Faculty shall clearly separate and distinguish on-going research at the university from the work conducted at the Start-up.
- Faculty shall not involve research staff or other staff engaged in academic projects of university in activities at the Start-up.
- In case of the disputes in the matter of faculty/employee Start-ups, the Review Committee is empowered to investigate and to resolve.

9. IPR for Technologies Developed at ANDHRA UNIVERSITY

- In case of university facilities/funds are used substantially on Product/Prototype development or when IPR is developed as a part of curriculum/ academic activity, IPR is to be owned by the university.
- University can license the product / IPR to any commercial organization, with inventors having the primary say. License fees could be either / or a mix of
 - Upfront fees or one-time technology transfer fees
 - Royalty as a percentage of sale-price
 - Shares in the company licensing the product
- As an academic organization, ANDHRA UNIVERSITY cannot hold the equity as per the current statute, so a hub will hold equity on university's behalf.
- If one or more of the inventors wish to incubate a Start-up and license the product to this Start-up, the royalties would be no more than 4% of the sale price, preferably 1 to 2%, unless it is a pure software product.
- If it is shares in the Start-up, shares will again be 1% to 4%. For a pure software product licensing, there may be a revenue sharing to be mutually decided between a hub and the incubated Start-up.



- If product/ IPR is developed by innovators not using any university facilities, outside office hours (for staff and faculty) or not as a part of curriculum by student, then product/ IPR will be entirely owned by inventors in proportion to the contributions made by them. In this case, inventors can decide to license the technology to third parties or use the technology the way they deem fit.

10. Organizational Capacity, Human Resources and Incentives

- ANDHRA UNIVERSITY shall encourage its faculty and staff to do courses on I&E.
- The University shall initiate academic and non-academic incentives and reward mechanisms for the staff that actively contribute and support the execution of this policy.
- The University shall encourage exchange of learning and the best practices among its constituent colleges to enhance the organizational capacity and to improve the quality of human resources.

11. Creating Innovation Pipeline and Pathways for Entrepreneurs

- The University shall modify the curriculum of various courses to inculcate I&E spirit among students and faculty.
- The University shall encourage its faculty and students to find technology-driven solutions to the problems facing the local economy and the local communities.
- The University shall direct its constituent colleges to establish entities similar to a hub at the college level to encourage I&E activities.

12. Pedagogy and Learning Interventions for Entrepreneurship Development

- ANDHRA UNIVERSITY shall encourage students/faculty/staff to take courses on I&E offered by 'Startup India' of Govt of India and other agencies.
- ANDHRA UNIVERSITY shall impart I&E education to students at curricular/ co-curricular/ extracurricular level through elective/ short-term or long-term courses.
- For embedding innovation culture within the learning framework, the teaching methods shall include case studies on business failure and real-life experience reports by Start-ups.
- The University (through AUSIC) shall start annual 'ANDHRA UNIVERSITY Entrepreneurship Award' in different categories such as Student Entrepreneur, Faculty Entrepreneur, Faculty Mentor etc. to recognize outstanding ideas, successful Start-ups and contributors for promoting I&E ecosystem within the University.



13. Collaboration Co-creation, Business Relationships and Knowledge Exchange

- The University on its own and through a hub shall form strong bonds with various stakeholders of the I&E ecosystem that exists in India and in the world to foster collaboration, co-creation, business relationships and knowledge exchange
 - Corporate/Industry
 - Funding Agencies including Angel Investors & VCs
 - Industry Associations
 - Government Agencies
 - Alumni Networks
 - Incubators
 - Professional Bodies
 - Niti Ayog
 - Start-up Networks
 - Mentor Networks
 - Other HEIs
 - Regulators and Certification Agencies

14. Policy Impact Assessment

- ANDHRA UNIVERSITY shall assess the impact of the implementation of this policy once in two quarters using appropriate evaluation parameters. Based on the findings, ANDHRA UNIVERSITY may update this policy from time to time following the due process.

